



## FOR IMMEDIATE RELEASE

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## NAILD Reinvigorates Branding to Reflect Core Values

*'Innovative' Recognizes Association as True Change Agent for Nearly 40 Years*

**PRINCETON JUNCTION, N.J. — Aug. 18, 2016** – In order to reflect its true value to the lighting industry, the National Association of Independent Lighting Distributors has changed its name to the National Association of **Innovative** Lighting Distributors, the organization announced today.

“NAILD was the first association for independent lighting distributors and gave them a voice with lighting manufacturers, helping to drive new products to market,” said Becky Phillips, NAILD president. “We provide state-of-the-art training for lighting professionals, multiple networking opportunities and quarterly publication of *Today's Lighting Distributor* magazine. We work with member manufacturers to provide educational webinars at your fingertips.

“As an organization, we always strive to create innovative programs for our members,” Phillips continued. “In September we will launch ‘Innovation Days,’ one-day intensive educational sessions located on-site at lighting manufacturing facilities. Later this year, we will unveil a new training program focused on lighting controls and begin accepting nominations for our first Forces Under 40 Awards, an opportunity to recognize the next generation of rising stars in the industry.”

From education to networking to technology, NAILD continues to drive innovation in the lighting industry.

- NAILD has developed two cutting-edge lighting training programs, “Lighting Specialist I (LS I)” and “Lighting Specialist II (LS II),” for industry professionals. LS I focuses on lighting fundamentals and cuts the learning curve for employees who strive to become lighting experts. It also teaches how and when to transition customers from traditional technologies to solid state lighting (LEDs). LS II takes that training one step further, offering in-depth training on specific market segments, including retail, industrial, office and educational facilities. Both courses are a combination of expert technical instruction and hands-on field experience delivered through a user-friendly, self-paced, online approach.
- The annual conference offers members across the country an opportunity to gather and learn from industry experts and each other. A signature networking series, Organized Casual

Conferences, allow vendors and distributors to schedule one-on-one meetings to facilitate lasting partnerships.

- *Today's Lighting Distributor* magazine provides members the educational materials they need to stay on the cutting edge of the industry through educational and technical articles, case studies, member profiles and industry news.
- *Light Read* is a weekly email publication that resonates with millennials and young professionals and provides a roundup of the latest news affecting the lighting industry.

For more information about NAILD, visit [www.naild.org](http://www.naild.org).

#### **About The National Association of Innovative Lighting Distributors (NAILD)**

Founded in 1977, the National Association of Innovative Lighting Distributors (NAILD) is a non-profit trade association that drives lighting innovation through education, conferences, industry awards, networking and sharing of best practices. NAILD's mission is to provide its members, lighting professionals, with opportunities to grow their businesses profitably. For more information, visit [www.naild.org](http://www.naild.org).